

Gardnerville Plan for Prosperity



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Gardnerville's History

The Town of Gardnerville was founded in 1879 by Lawrence Gilman of Genoa when he moved the Kent House from the Genoa area to a 7-acre tract of land on the East Fork of the Carson River. Gilman had purchased the land from a homesteader, John M. Gardner, in whose honor he named the new town.

In its new location, the Kent House was renamed the Gardnerville Hotel. The hotel is no longer standing, but its site was just west of the present J & T Bar, near the inter-

section of Eddy and Main Streets (US Highway 395).

Gilman added a blacksmith shop and a saloon to his hotel to ensure his town's utility and popularity with the ranchers. As the town prospered, a number of hotels, shops, and saloons sprang up. By 1899, Main Street was lined with two livery stables, a woodworking shop, a boarding house, a tin shop, three general merchandising stores, a hall, four saloons, one meat market, one furniture store, a drug and confectionary store, and two hotels. The Valhalla Society-a Danish organi-

zation whose purpose was to disseminate information to immigrants-was formed in 1885, making Gardnerville an important social center in the valley as well as a commercial center.

Because of its location, Gardnerville came to serve as feed stop for the 24-horse freight teams passing between Carson City and Bodie.

(Dangberg, Grace. Carson Valley: Historic Sketches of Nevada's First Settlement. Carson Valley Historical Society. Carson Valley, Nevada, 1972.)

Executive Summary

The Gardnerville Plan for Prosperity is the product of a public planning process and represents the community's values and vision of the future. The Plan provides a framework of goals and policies, planning concepts and implementation priorities and has a companion document of Design Guidelines that convey the Town's expectations for quality. The Plan is to be incorporated into the update process for the Douglas County Master Plan, zoning and related Capital Improvements Programs.



*Above:
New investment should contribute to the preservation, enhancement, and creation of livable mixed-use neighborhoods.*

Overall Objectives

The planning process resulted in three overall objectives for the Town's future:

OBJECTIVE 1: Creating a Mixed-use and Connected Community

Continue to plan for mixed-use projects that create and connect to walkable neighborhoods.

OBJECTIVE 2: Make Sure Plans are Feasible

Make sure plans for mixed-use development are realistic. Initial projects would benefit from a horizontal mix of uses that are connected by carefully coordinated site planning, where uses come together around streets and open spaces.

OBJECTIVE 3: Improve US 395's Image

Old Town and the 'S' Curve continue to be a priority investment district. Other important sites identified included the South Gateway and Waterloo/US 395. However, all new investment should improve the

image of the town.

Overall Concepts

The Gardnerville Plan for Prosperity emphasizes creating mixed-use districts and neighborhoods that are interconnected. They emphasize protecting and creating economic value.

Community Character

Planning and design concepts reflect the scale, pedestrian orientation and block patterns found on Main Street and adjacent traditional neighborhoods. In Old Town, new investment is to respond to this immediate context. In outlying areas, new development will reflect this tradition while providing for the needs of contemporary demands of the automobile. In each case, new development would be recognized as part of the town.

Mixed-use Places

The Plan for Prosperity emphasizes master planned developments that mix residential and commercial uses. These developments may be



*Above and
Right:*

*(1) Sketch of the
corner of
Gilman and
Heritage Park*

*(2) Sketch of
commercial
service frontage
at Stodick
Parkway*

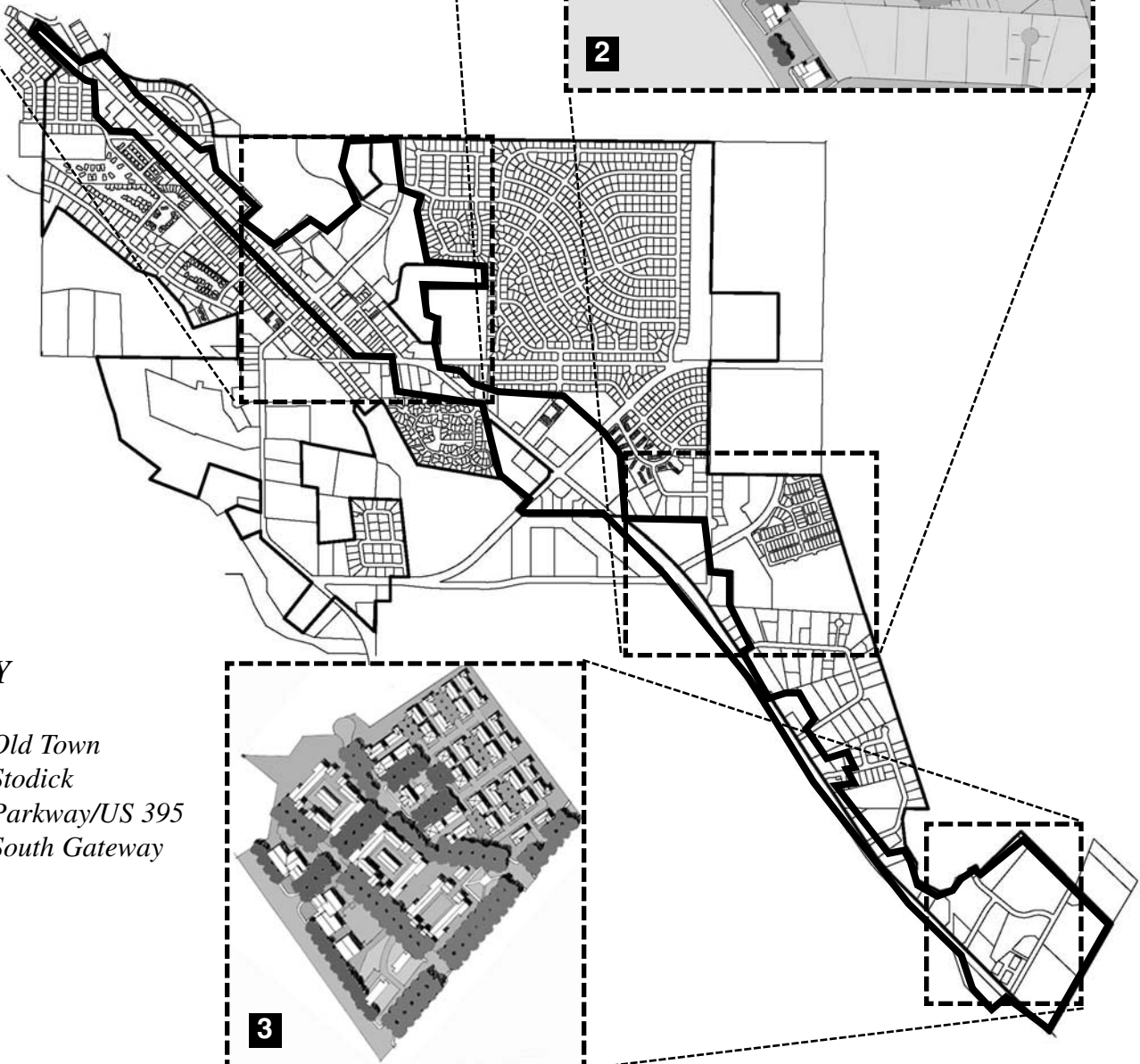
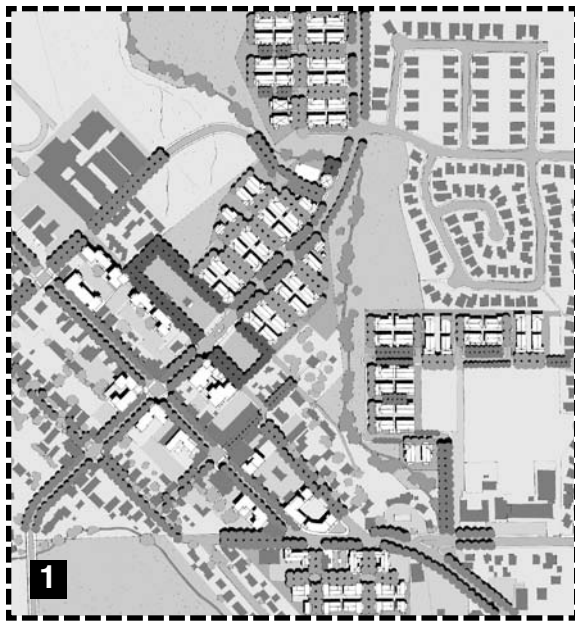


*(3) Sketch of
“South Valley
Plaza”—a
mixed-use
neighborhood
with commercial
frontage and
plaza that
serves as
Gardnerville’s
southern entry*



Executive Summary

The Gardnerville Plan for Prosperity makes recommendations for existing non-residential areas along US 395. The Plan provides added detail for three important opportunity sites—Old Town, Stodick Parkway/US 395, and the South Gateway.



KEY

1. Old Town
2. Stodick
Parkway/US 395
3. South Gateway

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horizontal mixed-use where commercial and residential uses are part of the same site plan but not stacked. In the long term, uses may be stacked vertically. This is a traditional pattern for Main Street in Old Town.

Pedestrian Connections

Making Gardnerville a walkable town is a key overall planning concept. Every new development in the town would be connected to existing and future sidewalks and the local street system rather than be planned as an isolated project.

Traffic Calming

The community expressed the desire to design public and private improvements that calm traffic on US 395. This includes streetscaping and paving materials that make it clear the highway is passing through a pedestrian district. The same philosophy is to pertain to local roads where on-street parking, design widths, and pedestrian amenities indicate cars are sharing neighborhood streets with pedestrians and bicycles.

Protecting and Creating Economic Value

The urban design concepts for Gardnerville are intended to create and protect economic opportunities for the community and property owners. The concepts convey a common expectation about the quality and creation of shared addresses that creates higher values for land and existing and future buildings.

Actions

The Plan identifies administrative, regulatory and financing actions that will help facilitate its implementation.

Administrative

Administrative actions include coordination, ongoing planning and design and technical studies necessary to implement the Plan. There are three priority areas of continued administrative efforts which include continued coordination and advocacy for enhancements to US 395; preparing a parking district study; and ongoing support of private investors.

Regulatory

Regulatory actions include policy, development standards and development review activities necessary to implement the Gardnerville plan for Prosperity. The plan recommends updating the Douglas County Master Plan to include new goals and policies, revising the County development standards for mixed-use projects and creation of parking districts, and the Town using design guidelines.

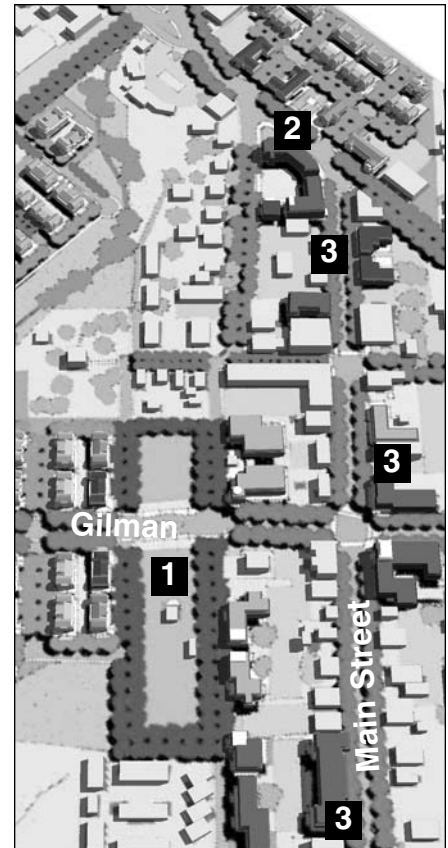
Financing

Financing actions identifies potential public funding sources and assigns them to support implementation of public and private investments. Recommended financing actions include funding the creation of a parking district, adjusting the Town's and County's Capital Improvement Plans to support the implementation of the Plan, and seek highways and transportation funding for traffic calming improvements.

Below:

This overhead view of Old Town shows new development around Heritage Park (1), redevelopment of the 'S' Curve (2), and infill development along Main Street (3).

The concept locates parking in the interior of blocks and places commercial storefronts along streets. Residential development happens above or behind commercial storefronts.



Introduction

The Gardnerville Plan for Prosperity is the product of a planning process that involved community workshops sponsored by a citizens task force, Town Board study sessions and public hearings. The Plan provides a framework of land use, image and circulation concepts with supporting design guidelines and implementation activities. The Plan is to be incorporated into the update process for the Douglas County Master Plan, zoning and related Capital Improvements Programs (CIP).



Above Top: Planning Opportunities and Options Workshop, April 6, 2005

Above Bottom: Preliminary Concepts, May 25, 2005

Right: Preliminary Framework Plan Review, October 20, 2005

i.1 Purpose

Gardnerville is located in the picturesque Carson Valley which is experiencing unprecedented growth. The Town of Gardnerville, with the support of Douglas County, prepared this plan to anticipate current and future design and economic opportunities that will improve the quality of life for residents. The overall objectives for the planning effort was to:

- Be incorporated into County land use and circulation policies;
- Establish community land use, circulation and urban design concepts;
- Provide design guidelines; and
- Identify public investment priorities.

i.2 Process

The preparation of the Gardnerville Plan for Prosperity involved a community-based planning process. The process was sponsored by a citizen task force and included three community workshops.

Task Force

A Citizens Advisory Committee was used to facilitate sponsorship of the planning process. The CAC included property and business owners, residents, Town Board members, County Planning Commissioners, Town staff, and County Staff. This task force was charged with community outreach; sponsoring workshops; acting as a “sounding board” for principles and concepts; and for-



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warding recommendations to the Town Board, County Planning Commission, and County Commissioners.

Community Workshops

The ideas and concepts used in the Plan have come from the Task Force's workshops with an estimated 100 participants in three events. The results from these workshops have been summarized on a project web site.

- Planning Opportunities and Options Workshop, April 6, 2005
- Preliminary Concepts, May 25, 2005
- Preliminary Framework Plan Review, October 20, 2005

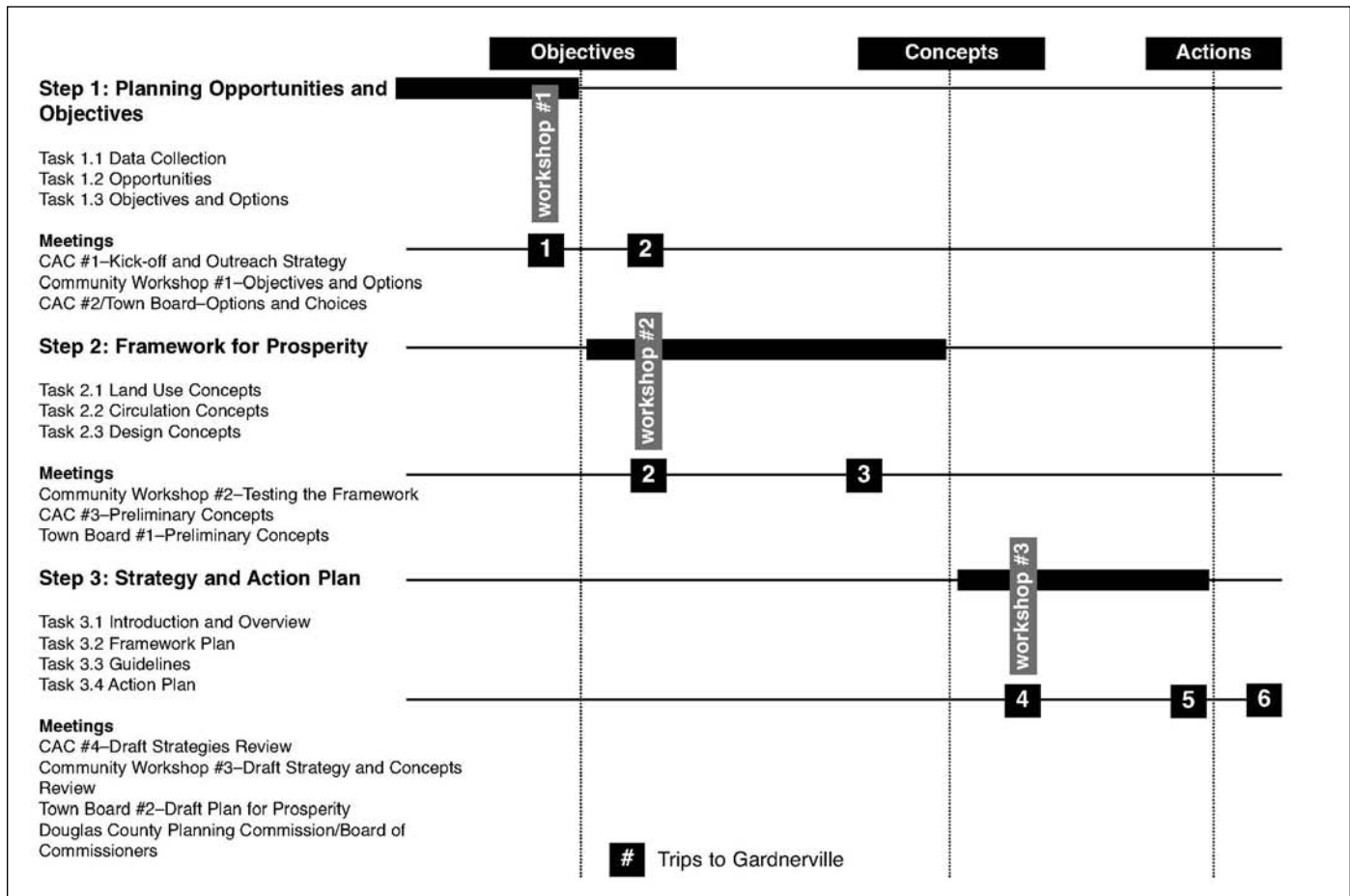
Framework Plan Review

Prior to drafting the Gardnerville Plan for Prosperity Report, a preliminary framework plan was prepared and reviewed in a study session with the task force, community workshop, and Town Board.

The Framework Plan was organized into three sections. These include:

- Land Use and Economic Opportunity
- Community Design and Image
- Community Circulation and Linkages

Each section conveys basic assumptions, principles, concepts and policy implications.



Public Hearings

In addition to the community workshops and study session, the plan has been presented in a public hearing before for the Gardnerville Town Board, County Planning Commission and the County Commissioners.

i.3 Relationship to Existing Plans and Policies

The Gardnerville Plan for Prosperity process provided the opportunity for the community to explore their future and express desired outcomes. It was intended to inform the update of the Douglas County Master Plan and supporting development standards and capital improvements programs. For the Town, it will influence priorities for capital projects, especially roadway planning and parking. For both the County and Town, the Design Guidelines (under a separate cover) add additional refinement to traditional development review. The US 395 improvements identified in the Plan have been conveyed to the Nevada Department of Transportation to illustrate how the State, County and Town can coordinate roadway improvements.

i.4 Organization of Document

The Gardnerville Plan for Prosperity is organized in four sections. These include:

Introduction

This section provides background on the purpose, process, organization of the report and relationship to other documents.

SECTION ONE: Opportunities, Objectives, Goals and Policies

This section provides a summary of the opportunities for reinvestment and the community's goals and policies.

SECTION TWO: Urban Design Concepts

The second section includes town-wide and sub area framework of concepts for land use, circulation and design.

SECTION THREE: Action Plan

The fourth section outlines overall administrative, regulatory and financing actions that support implementation of the Plan.

Design Guidelines (under separate cover)

This Design Guidelines are a companion document to the Plan for Prosperity. They provide site, building and signage design guidelines that express the qualitative expectations for the various sub areas.